



WXYZ

ORDER

Print Date 11/13/12 Page 1 of 4

Flight Dates **10/24/12-10/30/12**

Contract / Revision **312991 /** **Protecting Michigan Taxpayers**

Original Date / Revision Agency Com 15%

09/27/12 11/02/12 Billing Contact

Advertiser **Protecting Michigan Taxpay**
P. O. Box 25093
Alexandria, VA 22313

Agency **Main Street Media**

Buying Contact
P. O. Box 25093
Alexandria, VA 22313
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **1058**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	37	\$99,450.00	\$117,000.00	0.00	10/01/12	10/28/12	37	\$99,450.00	\$117,000.00
November 2012	17	\$43,095.00	\$50,700.00	0.00	10/29/12	10/30/12	17	\$43,095.00	\$50,700.00
Totals	54	\$142,545.00	\$167,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/25/12	10/29/12	5am News M-F 5am News M-F	CM	5-6am M-F	1--1---	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/12 10/30/12 1--1--- 2 \$900.00 0.00															
N 2	WXYZ	10/24/12	10/30/12	6am News M-F Action News 6am	CM	6-7am M-F	-11-1--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/12 10/30/12 -11-1-- 3 \$1,800.00 0.00															
N 3	WXYZ	10/24/12	10/30/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00



WXYZ

Print Date: 11/13/12

Page 2 of 4

Contract / Revision **312991** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1058**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/24/12	10/30/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	11111--	5		\$2,000.00		0.00					
N 4	WXYZ	10/24/12	10/30/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	-11-1--	:30	3	\$1,000.00	FX	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	-11-1--	3		\$1,000.00		0.00					
N 5	WXYZ	10/25/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	1--1---	:30	2	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	1--1---	2		\$800.00		0.00					
N 6	WXYZ	10/24/12	10/30/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-11-1--	:30	3	\$1,500.00	FX	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	-11-1--	3		\$1,500.00		0.00					
N 7	WXYZ	10/25/12	10/30/12	12-1pm M-F 12-1pm	CM	12-1pm	11-1---	:30	3	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	11-1---	3		\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WXYZ	10/24/12-10/30/12		12-1pm	12-1pm		MT-Th----	:30	(\$1,200.00)	0.00	NM			
Credited														
N 8	WXYZ	10/24/12	10/30/12	M-F 1p-2p The Chew	CM	1-2pm M-F	-11-1--	:30	3	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	-11-1--	3		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	WXYZ	10/24/12-10/30/12		M-F 1p-2p	1-2pm M-F		-TW--F----	:30	(\$800.00)	0.00	NM			
Credited														
N 9	WXYZ	10/25/12	10/29/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	1--1---	:30	2	\$800.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	1--1---	2		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WXYZ	10/24/12-10/30/12		M-F 2p-3p	2-3pm M-F		M--Th----	:30	(\$800.00)	0.00	NM			
Credited														
2	WXYZ	10/24/12-10/30/12		M-F 2p-3p	2-3pm M-F		M--Th----	:30	(\$800.00)	0.00	NM			
Credited														
N 10	WXYZ	10/24/12	10/30/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	-11-1--	:30	3	\$1,000.00	P-3	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	-11-1--	3		\$1,000.00		0.00					
N 11	WXYZ	10/25/12	10/29/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	1--1---	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	1--1---	2		\$1,400.00		0.00					
N 12	WXYZ	10/24/12	10/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	-11-1--	:30	3	\$2,000.00	FX	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	-11-1--	3		\$2,000.00		0.00					



WXYZ

Print Date: 11/13/12

Page 3 of 4

Contract / Revision

312991

Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 09/27/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1058**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N13	WXYZ	10/25/12	10/29/12	6p News 6-630pm M-F	CM	6-630pm M-F	1--1---	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	1--1---					2	\$2,500.00		0.00		
N14	WXYZ	10/24/12	10/30/12	7p News M-F 7-730p	CM	7-730pm M-F	-11-1--	:30	3	\$2,500.00	FX	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-11-1--					3	\$2,500.00		0.00		
N15	WXYZ	10/25/12	10/29/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	1--1---	:30	2	\$3,000.00	FX	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	1--1---					2	\$3,000.00		0.00		
N16	WXYZ	10/29/12	10/29/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$20,000.00	FX	0.00 NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	M-----					1	\$20,000.00		0.00		
N17	WXYZ	10/24/12	10/30/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	-11-111	:30	5	\$4,600.00	P-2	0.00 NM	5	\$23,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-11-111					5	\$4,600.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WXYZ	10/24/12-10/30/12		Late News M-Su		11-1135pm M-Su	-TW--FSaSu	:30		(\$4,600.00)		0.00 NM		
See MG 17.6														
[news at 1130pm on Saturday, 10/27]														
6	WXYZ	10/27/12-10/27/12		Late News M-Su		11-1135pm M-Su	11:30 PM-12:00-----Sa--	:30		\$4,600.00		0.00 NM		
Ⓜ MG for 17.3 10/27														
N18	WXYZ	10/25/12	10/29/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M--	1--1---	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	1--1---					2	\$2,500.00		0.00		
N19	WXYZ	10/24/12	10/24/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesday	--W----	:30	1	\$7,500.00	P-2	0.00 NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	--W----					1	\$7,500.00		0.00		
N20	WXYZ	10/25/12	10/25/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$18,000.00	P-2	0.00 NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	---T---					1	\$18,000.00		0.00		
N21	WXYZ	10/26/12	10/26/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	----F--					1	\$5,000.00		0.00		
N22	WXYZ	10/27/12	10/27/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S-					1	\$900.00		0.00		
N23	WXYZ	10/27/12	10/27/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S-					1	\$2,000.00		0.00		
N24	WXYZ	10/28/12	10/28/12		CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				GMA SUN 7-8am												
				GMA SUN 7-8am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-----S			1			\$900.00		0.00				
N25	WXYZ	10/28/12	10/28/12	Early News Su	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00	
				Su 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-----S			1			\$1,800.00		0.00				
N26	WXYZ	10/28/12	10/28/12	Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00	
				Sunday Prime A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-----S			1			\$8,000.00		0.00				
N27	WXYZ	10/28/12	10/28/12	Sunday Prime C	CM	9-10pm Sunday	-----S	:30	1	\$15,000.00	FX	0.00	NM	1	\$15,000.00	
				Sunday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-----S			1			\$15,000.00		0.00				
Totals														54	\$167,700.00	